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PROFILE OF 1,000,000 OF AMERICA'S PROFESSIONALS

The 1986 Beta Research Corporation Profile of The MarketPlace Reader:

Corporate Executives
Dentists
Physicians
Lawyers
Certified Public Accountants

May, 1986

Foreword

"Know your prospects" is perhaps the cardinal rule of advertisers.

Here are the Personal Profiles of the one million Professionals who read the MarketPlace Publications.

Over the past eight years, MarketPlace has commissioned these research studies of its audience of Corporate Executives, Physicians, Dentists, Lawyers and CPA's because their buying patterns and lifestyles are of particular interest to advertisers.

Now we bring you the updated data as reported by the authoritative Beta Research Corporation.

> What is the average age of the MarketPlace Professionals? Their average household income? Total household net worth? How many are married? What is the average market value of their main residence? Do they own other real estate? What kind?
>
> How many of our Corporate Presidents are CEO's? How many of MarketPlace Professionals own life insurance? What is the total face value? What kind of investments do they own? And so on.

The answers to these questions show clearly that, in terms of income and investments, no other segment of the national population can approach America's professionals.

Read these pages and you will know your prospects.

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PERSONAL PROFILE

Corporate Executives (250,000)

Dentists (117,000)

Physicians (250,000)

Lawyers (253,000)

CPA's (130,000)

COMPOSITE (1,000,000)

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ABOUT YOU AND MARKETPLACE
0.1 NUMBER OF LAST 3 ISSUES OF MARKETPLACE READ OR LOOKED THROUGH

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	10 1.1	2 0.4	5 0.8	3 0.8	8 1.9	7 1.6
TOTAL RESPONDENTS	923	462	611	370	415	420
3 OF THE LAST 3 ISSUES	437 47.3	184 39.8	373 61.0	195 52.7	172 41.4	167 39.8
2 OF THE LAST 3 ISSUES	180 19.5	98 21.2	119 19.5	74 20.0	72 17.3	85 20.2
1 OF THE LAST 3 ISSUES	175 19.0	80 17.3	97 15.9	73 19.7	64 15.4	104 24.8
NONE OF THE LAST 3 ISSUES	100 10.8	72 15.6	15 2.5	27 7.3	52 12.5	53 12.6
RECENT SUBSCRIBER, HAVE NOT YET RECEIVED 3 ISSUES	31 3.4	28 6.1	7 1.1	1 0.3	55 13.3	11 2.6
SIGMA	923 100.0	462 100.0	611 100.0	370 100.0	415 99.9	420 100.0
MEANS	2.07	1.91	2.41	2.18	2.01	1.89

ABOUT YOU AND MARKETPLACE
Q.2 WHERE PUBLICATION IS USUALLY READ

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	36 3.9	24 5.2	26 4.2	30 8.0	28 6.6	22 5.2
TOTAL RESPONDENTS	897	440	590	343	395	405
AT HOME	304 33.9	128 29.1	231 39.2	148 43.1	138 34.9	81 20.0
AT THE OFFICE	648 72.2	331 75.2	409 69.3	217 63.3	275 69.6	331 81.7
TRAVELING TO AND FROM THE OFFICE	21 2.3	13 3.0	7 1.2	5 1.5	18 4.6	5 1.2
BUSINESS TRAVEL	17 1.9	6 1.4	0 -	1 0.3	24 6.1	8 2.0
OTHER	11 1.2	5 1.1	4 0.7	2 0.6	7 1.8	6 1.5
SIGMA	1001 111.5	483 109.8	651 110.4	373 108.8	462 117.0	431 106.4

ABOUT YOU AND MARKETPLACE
Q.3 NUMBER OF TIMES A TYPICAL ISSUE IS READ OR LOOKED THROUGH

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NONE/NO ANSWER	52 5.6	25 5.4	20 3.2	27 7.2	24 5.7	26 6.1
TOTAL RESPONDENTS	881	439	596	346	399	401
ONCE	521 59.1	295 67.2	313 52.5	222 64.2	188 47.1	252 62.8
2 TIMES	187 21.2	84 19.1	162 27.2	80 23.1	85 21.3	84 20.9
3 TIMES	83 9.4	27 6.2	80 13.4	27 7.8	52 13.0	35 8.7
4 TIMES	28 3.2	12 2.7	23 3.9	5 1.4	25 6.3	8 2.0
5 TIMES	45 5.1	9 2.1	7 1.2	8 2.3	40 10.0	13 3.2
6 - 9 TIMES	13 1.5	8 1.8	9 1.5	3 0.9	7 1.8	6 1.5
10 - 14 TIMES	3 0.3	4 0.9	2 0.3	0 -	2 0.5	3 0.7
15 OR MORE TIMES	1 0.1	0 -	0 -	1 0.3	0 -	0 -
SIGMA	881 99.9	439 100.0	596 100.0	346 100.0	399 100.0	401 99.8
MEANS	1.85	1.70	1.84	1.62	2.23	1.75

ABOUT YOU AND MARKETPLACE
Q.4 HOW MUCH TIME IN TOTAL IS SPENT READING OR LOOKING THROUGH A TYPICAL ISSUE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	63 6.8	31 6.7	24 3.9	22 5.9	41 9.7	35 8.2
TOTAL RESPONDENTS	870	433	592	351	382	392
LESS THAN 30 MINUTES	546 62.8	266 61.4	355 60.0	272 77.5	174 45.5	269 68.6
30 - 59 MINUTES	153 17.6	86 19.9	119 20.1	40 11.4	80 20.9	61 15.6
1 TO UNDER 1 1/2 HOURS	108 12.4	47 10.9	90 15.2	22 6.3	79 20.7	41 10.5
1 1/2 TO UNDER 2 HOURS	28 3.2	12 2.8	15 2.5	6 1.7	30 7.9	12 3.1
2 TO UNDER 2 1/2 HOURS	10 1.1	5 1.2	7 1.2	6 1.7	5 1.3	3 0.8
2 1/2 TO UNDER 3 HOURS	15 1.7	14 3.2	4 0.7	3 0.9	8 2.1	3 0.8
3 TO UNDER 4 HOURS	10 1.1	3 0.7	1 0.2	2 0.6	5 1.3	3 0.8
4 TO UNDER 5 HOURS	0 -	0 -	1 0.2	0 -	1 0.3	0 -
5 HOURS OR MORE	0 -	0 -	0 -	0 -	0 -	0 -
SIGMA	870 99.9	433 100.1	592 100.1	351 100.1	382 100.0	392 100.2
MEAN (IN HOURS) MEDIANS	.50	.51	.49	.38	.69 .60	.41

ABOUT YOU AND MARKETPLACE
Q.5 HOW MANY OTHERS IN OFFICE AND/OR HOUSEHOLD READ OR LOOK THROUGH YOUR ISSUE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	86 9.2	31 6.7	23 3.7	24 6.4	43 10.2	37 8.7
TOTAL RESPONDENTS	847	433	593	349	380	390
0	480 56.7	277 64.0	324 54.6	204 58.5	183 48.2	233 59.7
1	161 19.0	53 12.2	157 26.5	67 19.2	81 21.3	65 16.7
2	118 13.9	42 9.7	69 11.6	53 15.2	70 18.4	51 13.1
3	45 5.3	31 7.2	24 4.0	12 3.4	21 5.5	15 3.8
4	20 2.4	8 1.8	12 2.0	6 1.7	14 3.7	14 3.6
5	14 1.7	13 3.0	6 1.0	5 1.4	6 1.6	5 1.3
6	2 0.2	3 0.7	1 0.2	1 0.3	0 -	3 0.8
7	1 0.1	1 0.2	0 -	1 0.3	1 0.3	1 0.3
8	0 -	1 0.2	0 -	0 -	0 -	1 0.3
10 OR MORE	6 0.7	4 0.9	0 -	0 -	4 1.1	2 0.5
SIGMA	847 100.0	433 99.9	593 99.9	349 100.0	380 100.1	390 100.1
MEANS	.93	.95	.76	.78	1.12	.93

ABOUT YOU AND YOUR HOUSEHOLD
Q.1 SEX OF RESPONDENT

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	21 2.3	5 1.1	9 1.5	9 2.4	8 1.9	8 1.9
TOTAL RESPONDENTS	912	459	607	364	415	419
MAN	817 89.6	390 85.0	568 93.6	328 90.1	375 90.4	384 91.6
WOMAN	95 10.4	69 15.0	39 6.4	36 9.9	40 9.6	35 8.4
SIGMA	912 100.0	459 100.0	607 100.0	364 100.0	415 100.0	419 100.0

ABOUT YOU AND YOUR HOUSEHOLD
Q.2 MARITAL STATUS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	18 1.9	4 0.9	8 1.3	8 2.1	7 1.7	8 1.9
TOTAL RESPONDENTS	915	460	608	365	416	419
MARRIED	766 83.7	378 82.2	515 84.7	309 84.7	370 88.9	343 81.9
SINGLE, NEVER MARRIED	78 8.5	34 7.4	54 8.9	35 9.6	14 3.4	40 9.5
WIDOWED	6 0.7	6 1.3	0 -	2 0.5	5 1.2	2 0.5
SEPARATED OR DIVORCED	65 7.1	42 9.1	39 6.4	19 5.2	27 6.5	34 8.1
SIGMA	915 100.0	460 100.0	608 100.0	365 100.0	416 100.0	419 100.0

ABOUT YOU AND YOUR HOUSEHOLD
Q.3 AGE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	29 3.1	4 0.9	16 2.6	21 5.6	8 1.9	10 2.3
TOTAL RESPONDENTS	904	460	600	352	415	417
UNDER 30	51 5.6	55 12.0	59 9.8	6 1.7	16 3.9	22 5.3
30 - 34	186 20.6	96 20.9	131 21.8	61 17.3	53 12.8	93 22.3
35 - 39	220 24.3	96 20.9	112 18.7	70 19.9	78 18.8	112 26.9
40 - 44	131 14.5	65 14.1	97 16.2	55 15.6	56 13.5	64 15.3
45 - 49	105 11.6	45 9.8	58 9.7	61 17.3	59 14.2	56 13.4
50 - 54	96 10.6	32 7.0	72 12.0	52 14.8	52 12.5	29 7.0
55 - 59	67 7.4	23 5.0	48 8.0	45 12.8	45 10.8	29 7.0
60 - 64	28 3.1	27 5.9	20 3.3	1 0.3	29 7.0	10 2.4
65 OR OVER	20 2.2	21 4.6	3 0.5	1 0.3	27 6.5	2 0.5
SIGMA	904 99.9	460 100.2	600 100.0	352 100.0	415 100.0	417 100.1
MEANS	41.81	41.32	41.08	43.41	45.82	40.65
MEDIANS	38.89	38.11	38.91	42.55	44.38	38.17

ABOUT YOU AND YOUR HOUSEHOLD
9.4 EDUCATION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	27 2.9	7 1.5	17 2.8	24 6.4	8 1.9	6 1.4
TOTAL RESPONDENTS	906	457	599	349	415	421
HIGH SCHOOL OR LESS	6 0.7	0 -	0 -	0 -	13 3.1	0 -
GRADUATED FROM HIGH SCHOOL	18 2.0	2 0.4	0 -	0 -	52 12.5	0 -
ATTENDED COLLEGE	34 3.8	11 2.4	0 -	0 -	66 15.9	0 -
GRADUATED FROM 2-YEAR COLLEGE	3 0.3	6 1.3	0 -	0 -	20 4.8	1 0.2
GRADUATED FROM 4-YEAR COLLEGE	126 13.9	243 53.2	3 0.5	0 -	118 28.4	8 1.9
POST GRADUATE STUDY WITHOUT DEGREE	44 4.9	59 12.9	9 1.5	0 -	53 12.8	8 1.9
MASTER'S DEGREE	99 10.9	122 26.7	10 1.7	2 0.6	62 14.9	39 9.3
DOCTOR'S DEGREE	576 63.6	14 3.1	577 96.3	347 99.4	31 7.5	365 86.7
SIGMA	906 100.1	457 100.0	599 100.0	349 100.0	415 99.9	421 100.0

ABOUT YOU AND YOUR HOUSEHOLD
Q.5 TYPE OF BUSINESS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	27 2.9	12 2.6	16 2.6	15 4.0	9 2.1	14 3.3
TOTAL ANSWERING	906	452	600	358	414	413
FORESTRY AND FISHERIES	0 -	0 -	0 -	0 -	1 0.2	0 -
MINING	2 0.2	5 1.1	0 -	0 -	2 0.5	0 -
CONSTRUCTION	42 4.6	6 1.3	0 -	0 -	93 22.5	3 0.7
MANUFACTURING	64 7.1	42 9.3	0 -	0 -	104 25.1	6 1.5
TRANSPORTATION	4 0.4	4 0.9	0 -	0 -	5 1.2	0 -
COMMUNICATIONS	8 0.9	9 2.0	0 -	0 -	6 1.4	2 0.5
ELECTRIC/GAS/SANITARY SERVICES	2 0.2	25 5.5	0 -	0 -	5 1.2	0 -
WHOLESALE TRADE	10 1.1	13 2.9	0 -	0 -	22 5.3	0 -
RETAIL TRADE	15 1.7	10 2.2	0 -	0 -	37 8.9	1 0.2
FINANCE	13 1.4	29 6.4	0 -	0 -	7 1.7	0 -
INSURANCE	3 0.3	7 1.5	0 -	0 -	0 -	1 0.2
REAL ESTATE	15 1.7	15 3.3	0 -	0 -	12 2.9	2 0.5
HEALTH SERVICES	345 38.1	8 1.8	576 96.0	333 93.0	20 4.8	2 0.5

ABOUT YOU AND YOUR HOUSEHOLD
Q.5 TYPE OF BUSINESS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL ANSWERING	906	452	600	358	414	413
LEGAL SERVICES	225 24.8	3 0.7	0 -	0 -	0 -	381 92.3
EDUCATIONAL SERVICES	18 2.0	2 0.4	0 -	10 2.8	13 3.1	4 1.0
OTHER PROFESSIONAL SERVICES	95 10.5	247 54.6	0 -	0 -	56 13.5	1 0.2
BUSINESS SERVICES	8 0.9	7 1.5	0 -	0 -	11 2.7	0 -
MEMBERSHIP ORGANIZATIONS	2 0.2	3 0.7	0 -	0 -	2 0.5	1 0.2
ALL OTHER SERVICE ORGANIZATIONS	3 0.3	3 0.7	0 -	1 0.3	3 0.7	0 -
IN BUSINESS, INDUSTRY OR PROFESSIONS BUT NOT SPECIFIED WHICH	1 0.1	0 -	0 -	0 -	1 0.2	0 -
ARMED FORCES/NATIONAL SECURITY FORCES	9 1.0	0 -	15 2.5	9 2.5	3 0.7	2 0.5
GOVERNMENT	11 1.2	3 0.7	7 1.2	2 0.6	7 1.7	6 1.5
RETIRED	8 0.9	11 2.4	0 -	1 0.3	4 1.0	0 -
STUDENT	1 0.1	0 -	1 0.2	0 -	0 -	1 0.2
HOUSEWIFE/HOMEMAKER	2 0.2	0 -	1 0.2	2 0.6	0 -	0 -

ABOUT YOU AND YOUR HOUSEHOLD
Q.6 TITLE OR POSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	40 4.3	24 5.2	10 1.6	17 4.6	20 4.7	17 4.0
TOTAL ANSWERING	893	440	606	356	403	410
TOP MANAGEMENT						
CHAIRMAN OF THE BOARD	7 0.8	3 0.7	2 0.3	0 -	3 0.7	0 -
PRESIDENT/CHIEF EXECUTIVE OFFICER	108 12.1	20 4.5	10 1.7	3 0.8	259 64.3	0 -
VICE PRESIDENT	43 4.8	61 13.9	3 0.5	0 -	58 14.4	0 -
FINANCIAL OFFICER (TREASURER/COMPTROLLER/SECRETARY-TREASURER)	13 1.5	47 10.7	0 -	0 -	1 0.2	0 -
GENERAL MANAGER/MANAGING DIRECTOR/DIVISIONAL MANAGER/ETC.	12 1.3	11 2.5	0 -	0 -	24 6.0	0 -
OTHER COMPANY OFFICER/ASSISTANT OFFICER/ASSISTANT-TO-OFFICER	5 0.6	6 1.4	0 -	0 -	4 1.0	0 -
OWNER/PARTNER	101 11.3	133 30.2	35 5.8	29 8.1	36 8.9	10 2.4
ADMINISTRATIVE						
ADMINISTRATIVE MANAGEMENT/OFFICE MANAGER/DEPARTMENT MANAGER/BRANCH MANAGER/ETC.	7 0.8	13 3.0	0 -	0 -	6 1.5	1 0.2
PERSONNEL/LABOR RELATIONS MANAGEMENT	1 0.1	1 0.2	0 -	0 -	0 -	0 -

ABOUT YOU AND YOUR HOUSEHOLD
Q.6 TITLE OR POSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL ANSWERING	893	440	606	356	403	410
FINANCIAL						
FINANCIAL/ACCOUNTING MANAGEMENT	1 0.1	4 0.9	0 -	0 -	0 -	0 -
INVESTMENT MANAGEMENT (DEALERS/INVESTMENT BROKERS/ TRADERS/ETC.)	0 -	3 0.7	0 -	0 -	0 -	0 -
FINANCIAL/INVESTMENT ANALYST	1 0.1	3 0.7	0 -	0 -	0 -	0 -
ACCOUNTANT/AUDITOR/CPA/ETC.	22 2.5	70 15.9	0 -	0 -	0 -	0 -
SALES/MARKETING/DISTRIBUTION/DEVELOPMENT						
SALES/MARKETING/SALES SUPPORT MANAGEMENT	1 0.1	3 0.7	0 -	0 -	0 -	0 -
DISTRIBUTION/TRAFFIC MANAGEMENT	0 -	1 0.2	0 -	0 -	0 -	0 -
PRODUCTION						
PLANT/PRODUCTION MANAGEMENT	1 0.1	1 0.2	0 -	0 -	0 -	0 -
SUPERINTENDENT/SUPERVISOR	0 -	4 0.9	0 -	0 -	0 -	0 -

ABOUT YOU AND YOUR HOUSEHOLD
G.6 TITLE OR POSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL ANSWERING	893	440	606	356	403	410
EDUCATIONAL						
TEACHER/PROFESSOR/INSTRUCTOR	6 0.7	1 0.2	0 -	5 1.4	0 -	2 0.5
LEGAL						
LAWYER	234 26.2	1 0.2	0 -	0 -	0 -	397 96.8
MEDICAL						
DOCTOR/DENTIST/ETC.	309 34.6	0 -	556 91.7	319 89.6	0 -	0 -
OTHER PROFESSIONAL/TECHNICAL/SCIENTIFIC						
SCIENTIST/MATHEMATICIAN/ CHEMIST/ARCHITECT/ETC.	3 0.3	0 -	0 -	0 -	9 2.2	0 -
OTHER PROFESSIONAL	3 0.3	3 0.7	0 -	0 -	3 0.7	0 -
MISCELLANEOUS OTHERS IN BUSINESS/INDUSTRY OR PROFESSIONS						
OTHER MANAGER/MANAGER UNSPECIFIED	13 1.5	48 10.9	0 -	0 -	0 -	0 -
CONSULTANT	0 -	1 0.2	0 -	0 -	0 -	0 -
OFFICE WORKER/CLERICAL (SALES CLERK/BOOKKEEPER/ETC)	1 0.1	1 0.2	0 -	0 -	0 -	0 -
NOT IN BUSINESS/INDUSTRY OR PROFESSIONS (GOV'T/ARMED FORCES/RETIRED/STUDENT/ HOUSEWIFE/ETC.)	1 0.1	1 0.2	0 -	0 -	0 -	0 -

ABOUT YOU AND YOUR HOUSEHOLD
Q.7 WHETHER MAIN INCOME EARNER IN HOUSEHOLD IS A MEMBER OF THE BOARD OF DIRECTORS OF ANY BUSINESS OR CORPORATION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	69 7.4	16 3.4	44 7.1	38 10.2	22 5.2	26 6.1
TOTAL RESPONDENTS	864	448	572	335	401	401
YES, MAIN INCOME EARNER IN HOUSEHOLD IS A MEMBER OF THE BOARD OF DIRECTORS OF A BUSINESS OR CORPORATION	306 35.4	130 29.0	155 27.1	119 35.5	204 50.9	131 32.7
NO, IS NOT	558 64.6	318 71.0	417 72.9	216 64.5	197 49.1	270 67.3
SIGMA	864 100.0	448 100.0	572 100.0	335 100.0	401 100.0	401 100.0

ABOUT YOU AND YOUR HOUSEHOLD
Q.8 HOUSEHOLD COMPOSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	34 3.6	6 1.3	22 3.6	28 7.5	12 2.8	12 2.8
TOTAL ANSWERING	899	458	594	345	411	415
TOTAL IN HOUSEHOLD						
1	97 10.8	53 11.6	53 8.9	29 8.4	26 6.3	53 12.8
2	211 23.5	128 27.9	122 20.5	57 16.5	129 31.4	97 23.4
3	161 17.9	85 18.6	104 17.5	57 16.5	86 20.9	76 18.3
4	261 29.0	124 27.1	174 29.3	100 29.0	107 26.0	119 28.7
5	115 12.8	54 11.8	96 16.2	58 16.8	47 11.4	46 11.1
6	36 4.0	8 1.7	22 3.7	29 8.4	14 3.4	17 4.1
7	13 1.4	6 1.3	12 2.0	7 2.0	0 -	4 1.0
8	5 0.6	0 -	7 1.2	5 1.4	2 0.5	2 0.5
9	0 -	0 -	3 0.5	1 0.3	0 -	0 -
10 OR MORE	0 -	0 -	1 0.2	2 0.6	0 -	1 0.2
ADULTS 18 YEARS OLD OR OVER						
1	108 12.0	61 13.3	64 10.8	39 11.3	30 7.3	57 13.7

ABOUT YOU AND YOUR HOUSEHOLD
Q.8 HOUSEHOLD COMPOSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL ANSWERING	899	458	594	345	411	415
ADULTS 18 YEARS OLD OR OVER						
2	603 67.1	335 73.1	385 64.8	207 60.0	266 64.7	293 70.6
3	102 11.3	44 9.6	62 10.4	54 15.7	74 18.0	37 8.9
4	51 5.7	16 3.5	61 10.3	27 7.8	21 5.1	14 3.4
5	25 2.8	0 -	15 2.5	11 3.2	18 4.4	10 2.4
6	9 1.0	2 0.4	5 0.8	6 1.7	2 0.5	4 1.0
7	1 0.1	0 -	2 0.3	1 0.3	0 -	0 -
CHILDREN 12-17 YEARS OLD						
0	665 74.0	343 74.9	439 73.9	235 68.1	296 72.0	314 75.7
1	136 15.1	62 13.5	88 14.8	54 15.7	72 17.5	63 15.2
2	86 9.6	44 9.6	57 9.6	46 13.3	40 9.7	34 8.2
3	8 0.9	8 1.7	8 1.3	6 1.7	2 0.5	4 1.0
4	4 0.4	1 0.2	1 0.2	4 1.2	0 -	0 -
5	0 -	0 -	1 0.2	0 -	1 0.2	0 -

ABOUT YOU AND YOUR HOUSEHOLD
Q.8 HOUSEHOLD COMPOSITION

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL ANSWERING	899	458	594	345	411	415
CHILDREN 6-11 YEARS OLD						
0	696 77.4	346 75.5	452 76.1	257 74.5	340 82.7	307 74.0
1	120 13.3	74 16.2	80 13.5	49 14.2	48 11.7	68 16.4
2	74 8.2	36 7.9	50 8.4	28 8.1	22 5.4	33 8.0
3	8 0.9	0 -	10 1.7	8 2.3	1 0.2	7 1.7
4	1 0.1	2 0.4	2 0.3	2 0.6	0 -	0 -
5	0 -	0 -	0 -	1 0.3	0 -	0 -
CHILDREN UNDER 6 YEARS OLD						
0	675 75.1	345 75.3	424 71.4	244 70.7	350 85.2	304 73.3
1	152 16.9	77 16.8	101 17.0	62 18.0	47 11.4	74 17.8
2	58 6.5	36 7.9	55 9.3	27 7.8	13 3.2	32 7.7
3	11 1.2	0 -	10 1.7	11 3.2	0 -	4 1.0
4	2 0.2	0 -	2 0.3	1 0.3	1 0.2	0 -
5	1 0.1	0 -	2 0.3	0 -	0 -	1 0.2

ABOUT YOU AND YOUR HOUSEHOLD
Q.9 HOUSEHOLD INCOME 1985

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	107 11.5	30 6.5	64 10.4	67 18.0	22 5.2	49 11.5
TOTAL ANSWERING	826	434	552	306	401	378
UNDER $25,000	18 2.2	6 1.4	32 5.8	1 0.3	8 2.0	9 2.4
$25,000 - $29,999	10 1.2	9 2.1	12 2.2	4 1.3	6 1.5	3 0.8
$30,000 - $34,999	16 1.9	24 5.5	19 3.4	4 1.3	10 2.5	8 2.1
$35,000 - $39,999	21 2.5	15 3.5	26 4.7	4 1.3	13 3.2	13 3.4
$40,000 - $49,999	59 7.1	50 11.5	40 7.2	10 3.3	44 11.0	24 6.3
$50,000 - $59,999	108 13.1	59 13.6	68 12.3	11 3.6	60 15.0	46 12.2
$60,000 - $74,999	117 14.2	87 20.0	92 16.7	46 15.0	56 14.0	55 14.6
$75,000 - $99,999	173 20.9	79 18.2	119 21.6	62 20.3	64 16.0	78 20.6
$100,000 - $199,999	212 25.7	83 19.1	114 20.7	107 35.0	99 24.7	101 26.7
$200,000 - $299,999	59 7.1	14 3.2	24 4.3	38 12.4	29 7.2	26 6.9
$300,000 OR OVER	33 4.0	8 1.8	6 1.1	19 6.2	12 3.0	15 4.0
MEANS	111.19	89.60	90.81	138.02	105.27	111.56
MEDIANS	84.25	69.31	72.88	110.28	76.37	84.93

ABOUT YOU AND YOUR HOUSEHOLD
Q.10 TOTAL HOUSEHOLD NET WORTH

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	122 13.1	48 10.3	71 11.5	63 16.9	31 7.3	63 14.8
TOTAL ANSWERING	811	416	545	310	392	364
UNDER $25,000	63 7.8	51 12.3	64 11.7	16 5.2	16 4.1	37 10.2
$25,000 - $49,999	33 4.1	26 6.3	20 3.7	15 4.8	8 2.0	16 4.4
$50,000 - $74,999	31 3.8	31 7.5	21 3.9	4 1.3	13 3.3	24 6.6
$75,000 - $99,999	38 4.7	26 6.3	24 4.4	9 2.9	17 4.3	15 4.1
$100,000 - $124,999	45 5.5	27 6.5	29 5.3	15 4.8	9 2.3	22 6.0
$125,000 - $149,999	64 7.9	41 9.9	38 7.0	19 6.1	36 9.2	36 9.9
$150,000 - $199,999	122 15.0	63 15.1	74 13.6	44 14.2	63 16.1	55 15.1
$200,000 - $299,999	152 18.7	64 15.4	96 17.6	64 20.6	72 18.4	56 15.4
$300,000 - $499,999	106 13.1	33 7.9	89 16.3	46 14.8	65 16.6	38 10.4
$500,000 - $749,999	59 7.3	29 7.0	50 9.2	30 9.7	27 6.9	22 6.0
$750,000 - $999,999	98 12.1	25 6.0	40 7.3	48 15.5	66 16.8	43 11.8
MEANS	469.47	343.49	425.59	548.98	555.15	432.56
MEDIANS	312.50	209.52	305.21	403.12	394.44	258.18

ABOUT YOUR HOME
Q.1 TYPE OF PRIMARY RESIDENCE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	29 3.1	6 1.3	18 2.9	20 5.4	7 1.7	11 2.6
TOTAL RESPONDENTS	904	458	598	353	416	416
OWNED BY SELF OR OTHER HOUSEHOLD MEMBER (NET)	842 93.1	428 93.4	533 89.1	324 91.8	396 95.2	398 95.7
HOUSE (OTHER THAN FARM OR RANCH)	734 81.2	389 84.9	473 79.1	289 81.9	352 84.6	348 83.7
HOUSE ON FARM OR RANCH	37 4.1	9 2.0	18 3.0	15 4.2	16 3.8	13 3.1
CONDOMINIUM	53 5.9	25 5.5	27 4.5	14 4.0	22 5.3	25 6.0
COOPERATIVE APARTMENT	9 1.0	2 0.4	10 1.7	4 1.1	1 0.2	6 1.4
OTHER	9 1.0	3 0.7	5 0.8	2 0.6	5 1.2	6 1.4
RENTED (NET)	62 6.9	30 6.6	65 10.9	29 8.2	20 4.8	18 4.3
HOUSE	20 2.2	6 1.3	17 2.8	10 2.8	11 2.6	5 1.2
APARTMENT	39 4.3	24 5.2	39 6.5	17 4.8	8 1.9	12 2.9
OTHER	3 0.3	0 -	9 1.5	2 0.6	1 0.2	1 0.2
SIGMA	1808 200.0	916 200.0	1196 199.9	706 200.0	832 199.8	832 199.9

ABOUT YOUR HOME
Q.1A MARKET VALUE OF MAIN RESIDENCE

FILTER: TOTAL OWN MAIN RESIDENCE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL	842	428	533	324	396	398
NO ANSWER	41 4.9	14 3.3	18 3.4	19 5.9	12 3.0	16 4.0
TOTAL ANSWERING	801	414	515	305	384	382
UNDER $60,000	42 5.2	30 7.2	19 3.7	5 1.6	17 4.4	19 5.0
$60,000 - $69,999	52 6.5	21 5.1	30 5.8	15 4.9	29 7.6	26 6.8
$70,000 - $79,999	53 6.6	44 10.6	33 6.4	6 2.0	20 5.2	21 5.5
$80,000 - $89,999	58 7.2	39 9.4	26 5.0	11 3.6	34 8.9	24 6.3
$90,000 - $99,999	59 7.4	38 9.2	38 7.4	16 5.2	24 6.3	25 6.5
$100,000 - $124,999	106 13.2	43 10.4	68 13.2	35 11.5	61 15.9	54 14.1
$125,000 - $149,999	89 11.1	42 10.1	62 12.0	33 10.8	46 12.0	51 13.4
$150,000 - $199,999	102 12.7	59 14.3	70 13.6	45 14.8	59 15.4	48 12.6
$200,000 - $249,999	74 9.2	44 10.6	65 12.6	43 14.1	22 5.7	29 7.6
$250,000 - $299,999	56 7.0	24 5.8	40 7.8	42 13.8	26 6.8	24 6.3
$300,000 AND OVER	110 13.7	30 7.2	64 12.4	54 17.7	46 12.0	61 16.0
MEANS	191.99	158.50	192.39	229.03	170.92	201.52
MEDIANS	129.07	117.73	138.31	176.67	124.38	132.11

ABOUT YOUR HOME
Q.2 OTHER REAL ESTATE OWNED

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	131 14.0	45 9.7	57 9.3	94 25.2	43 10.2	53 12.4
TOTAL RESPONDENTS	802	419	559	279	380	374
OWN OTHER REAL ESTATE (NET)	549 68.5	265 63.2	368 65.8	178 63.8	296 77.9	260 69.5
WEEKEND OR VACATION HOME	160 20.0	87 20.8	99 17.7	69 24.7	92 24.2	75 20.1
RANCH, FARM OR FARMLAND	77 9.6	34 8.1	39 7.0	27 9.7	42 11.1	41 11.0
RESIDENTIAL BUILDING PLOT	76 9.5	39 9.3	51 9.1	28 10.0	60 15.8	31 8.3
UNDEVELOPED LAND	155 19.3	75 17.9	96 17.2	48 17.2	98 25.8	82 21.9
BUSINESS PROPERTY	301 37.5	133 31.7	229 41.0	84 30.1	152 40.0	151 40.4
NO OTHER REAL ESTATE OWNED	253 31.5	154 36.8	191 34.2	101 36.2	84 22.1	114 30.5
SIGMA	1571 195.9	787 187.8	1073 192.0	535 191.7	824 216.9	754 201.7

ABOUT INSURANCE
Q.1 LIFE INSURANCE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	29 3.1	7 1.5	14 2.3	17 4.6	12 2.8	9 2.1
TOTAL RESPONDENTS	904	457	602	356	411	418
YES, HAVE LIFE INSURANCE OTHER THAN GROUP COVERAGE	768 85.0	411 89.9	473 78.6	305 85.7	373 90.8	357 85.4
NO, DO NOT	136 15.0	46 10.1	129 21.4	51 14.3	38 9.2	61 14.6
SIGMA	904 100.0	457 100.0	602 100.0	356 100.0	411 100.0	418 100.0

ABOUT INSURANCE
Q.1 TOTAL FACE VALUE OF LIFE INSURANCE

FILTER: TOTAL HAVE LIFE INSURANCE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL	768	411	473	305	373	357
NO ANSWER	17 2.2	8 1.9	9 1.9	8 2.6	3 0.8	7 2.0
TOTAL RESPONDENTS	751	403	464	297	370	350
UNDER $10,000	22 2.9	19 4.7	19 4.1	1 0.3	9 2.4	5 1.4
$10,000 - $19,999	24 3.2	22 5.5	11 2.4	3 1.0	24 6.5	13 3.7
$20,000 - $29,999	19 2.5	18 4.5	13 2.8	7 2.4	9 2.4	12 3.4
$30,000 - $49,999	26 3.5	18 4.5	7 1.5	4 1.3	22 5.9	13 3.7
$50,000 - $69,999	41 5.5	28 6.9	30 6.5	10 3.4	34 9.2	17 4.9
$70,000 - $99,999	47 6.3	27 6.7	21 4.5	13 4.4	27 7.3	17 4.9
$100,000 - $149,999	131 17.4	55 13.6	91 19.6	43 14.5	78 21.1	59 16.9
$150,000 - $199,999	59 7.9	39 9.7	40 8.6	26 8.8	30 8.1	36 10.3
$200,000 - $249,999	68 9.1	43 10.7	45 9.7	33 11.1	32 8.6	36 10.3
$250,000 - $349,999	103 13.7	53 13.2	74 15.9	36 12.1	34 9.2	47 13.4
$350,000 - $499,999	85 11.3	48 11.9	42 9.1	44 14.8	22 5.9	41 11.7
SIGMA	751	403	464	297	370	350

ABOUT INSURANCE
Q.1 TOTAL FACE VALUE OF LIFE INSURANCE

FILTER: TOTAL HAVE LIFE INSURANCE

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	751	403	464	297	370	350
$500,000 - $599,999	12	4	0	7	2	10
	1.6	1.0	-	2.4	0.5	2.9
$600,000 - $699,999	12	5	9	9	2	6
	1.6	1.2	1.9	3.0	0.5	1.7
$700,000 - $799,999	17	6	10	9	11	8
	2.3	1.5	2.2	3.0	3.0	2.3
$800,000 - $899,999	5	1	2	1	3	4
	0.7	0.2	0.4	0.3	0.8	1.1
$900,000 - $999,999	2	0	1	2	1	2
	0.3	-	0.2	0.7	0.3	0.6
$1,000,000 - $1,499,999	22	7	16	12	4	4
	2.9	1.7	3.4	4.0	1.1	1.1
$1,500,000 AND OVER	14	3	5	4	6	5
	1.9	0.7	1.1	1.3	1.6	1.4
OVER $500,000 BUT UNSPECIFIED	42	7	28	33	20	15
	5.6	1.7	6.0	11.1	5.4	4.3
SIGMA	751	403	464	297	370	350
	100.2	99.9	99.9	99.9	99.8	100.0
MEAN (IN 000'S)	315.18	235.54	297.43	391.97	257.92	292.51
MEDIANS	187.71	164.10	182.50	237.88	132.05	193.75

ABOUT HOUSEHOLD INVESTMENTS
Q.1A INVESTMENT HOLDINGS - STOCK IN THE COMPANY WHERE EMPLOYED

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	663 71.1	297 64.0	512 83.1	274 73.5	221 52.2	322 75.4
TOTAL RESPONDENTS	270	167	104	99	202	105
UNDER $2,500	37 13.7	34 20.4	18 17.3	20 20.2	16 7.9	16 15.2
$2,500 - $4,999	13 4.8	10 6.0	5 4.8	2 2.0	13 6.4	3 2.9
$5,000 - $9,999	12 4.4	11 6.6	5 4.8	5 5.1	9 4.5	9 8.6
$10,000 - $14,999	12 4.4	10 6.0	3 2.9	3 3.0	6 3.0	9 8.6
$15,000 - $24,999	15 5.6	18 10.8	5 4.8	3 3.0	9 4.5	9 8.6
$25,000 - $49,999	25 9.3	14 8.4	3 2.9	9 9.1	17 8.4	8 7.6
$50,000 - $99,999	36 13.3	17 10.2	18 17.3	16 16.2	26 12.9	10 9.5
$100,000 - $199,999	40 14.8	16 9.6	14 13.5	15 15.2	33 16.3	15 14.3
$200,000 - $299,999	26 9.6	10 6.0	14 13.5	9 9.1	21 10.4	9 8.6
$300,000 OR OVER	54 20.0	27 16.2	19 18.3	17 17.2	52 25.7	17 16.2
SIGMA	270 99.9	167 100.2	104 100.1	99 100.1	202 100.0	105 100.1
MEANS	132.2	100.7	134.1	122.9	155.4	113.4
MEDIANS	79.2	25.9	86.1	73.4	115.2	45.3

ABOUT HOUSEHOLD INVESTMENTS
Q.1A INVESTMENT HOLDINGS - OTHER CORPORATE STOCK

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	411 44.1	176 37.9	323 52.4	193 51.7	185 43.7	154 36.1
TOTAL RESPONDENTS	522	288	293	180	238	273
UNDER $2,500	74 14.2	61 21.2	40 13.7	22 12.2	32 13.4	43 15.8
$2,500 - $4,999	43 8.2	17 5.9	27 9.2	17 9.4	12 5.0	27 9.9
$5,000 - $9,999	57 10.9	31 10.8	29 9.9	14 7.8	24 10.1	35 12.8
$10,000 - $14,999	38 7.3	26 9.0	31 10.6	10 5.6	26 10.9	15 5.5
$15,000 - $24,999	35 6.7	24 8.3	28 9.6	8 4.4	15 6.3	14 5.1
$25,000 - $49,999	80 15.3	35 12.2	38 13.0	28 15.6	36 15.1	34 12.5
$50,000 - $99,999	64 12.3	30 10.4	31 10.6	22 12.2	35 14.7	32 11.7
$100,000 - $199,999	49 9.4	27 9.4	34 11.6	20 11.1	22 9.2	34 12.5
$200,000 - $299,999	39 7.5	18 6.3	18 6.1	21 11.7	16 6.7	16 5.9
$300,000 OR OVER	43 8.2	19 6.6	17 5.8	18 10.0	20 8.4	23 8.4
SIGMA	522 100.0	288 100.1	293 100.1	180 100.0	238 99.8	273 100.1
MEANS	80.2	69.4	70.5	98.6	80.6	79.6
MEDIANS	29.4	18.7	22.0	42.0	31.9	26.8

ABOUT HOUSEHOLD INVESTMENTS
Q.1A INVESTMENT HOLDINGS - MUTUAL FUNDS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	504 54.0	244 52.6	373 60.6	182 48.8	242 57.2	243 56.9
TOTAL RESPONDENTS	429	220	243	191	181	184
UNDER $2,500	39 9.1	33 15.0	19 7.8	14 7.3	17 9.4	23 12.5
$2,500 - $4,999	31 7.2	25 11.4	25 10.3	15 7.9	15 8.3	17 9.2
$5,000 - $9,999	56 13.1	36 16.4	31 12.8	26 13.6	19 10.5	21 11.4
$10,000 - $14,999	53 12.4	20 9.1	23 9.5	23 12.0	21 11.6	14 7.6
$15,000 - $24,999	39 9.1	15 6.8	25 10.3	14 7.3	15 8.3	18 9.8
$25,000 - $49,999	57 13.3	33 15.0	35 14.4	26 13.6	23 12.7	30 16.3
$50,000 - $99,999	54 12.6	19 8.6	30 12.3	23 12.0	24 13.3	20 10.9
$100,000 - $199,999	43 10.0	12 5.5	31 12.8	19 9.9	22 12.2	13 7.1
$200,000 - $299,999	23 5.4	14 6.4	12 4.9	14 7.3	13 7.2	11 6.0
$300,000 OR OVER	34 7.9	13 5.9	12 4.9	17 8.9	12 6.6	17 9.2
SIGMA	429 100.1	220 100.1	243 100.0	191 99.8	181 100.1	184 100.0
MEANS MEDIANS	75.4 24.1	61.3 14.0	68.2 24.4	83.0 28.4	78.5 28.8	76.5 24.4

ABOUT HOUSEHOLD INVESTMENTS
Q.1A INVESTMENT HOLDINGS - CORPORATE BONDS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	732 78.5	357 76.9	519 84.3	270 72.4	337 79.7	337 78.9
TOTAL RESPONDENTS	201	107	97	103	86	90
UNDER $2,500	12 6.0	8 7.5	4 4.1	6 5.8	7 8.1	7 7.8
$2,500 - $4,999	7 3.5	6 5.6	5 5.2	2 1.9	0 -	6 6.7
$5,000 - $9,999	16 8.0	11 10.3	7 7.2	9 8.7	4 4.7	6 6.7
$10,000 - $14,999	17 8.5	7 6.5	12 12.4	3 2.9	8 9.3	5 5.6
$15,000 - $24,999	16 8.0	12 11.2	7 7.2	9 8.7	7 8.1	6 6.7
$25,000 - $49,999	28 13.9	16 15.0	14 14.4	18 17.5	15 17.4	10 11.1
$50,000 - $99,999	35 17.4	12 11.2	13 13.4	18 17.5	14 16.3	12 13.3
$100,000 - $199,999	27 13.4	14 13.1	13 13.4	14 13.6	11 12.8	15 16.7
$200,000 - $299,999	24 11.9	10 9.3	11 11.3	12 11.7	11 12.8	11 12.2
$300,000 OR OVER	19 9.5	11 10.3	11 11.3	12 11.7	9 10.5	12 13.3
SIGMA	201 100.1	107 100.0	97 99.9	103 100.0	86 100.0	90 100.1
MEANS	104.9	97.2	107.4	112.9	109.8	119.3
MEDIANS	56.4	39.8	49.1	62.5	57.1	70.8

ABOUT HOUSEHOLD INVESTMENTS
3.1A INVESTMENT HOLDINGS - U.S. BONDS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	761 81.6	381 82.1	517 83.9	292 78.3	339 80.1	336 78.7
TOTAL RESPONDENTS	172	83	99	81	84	91
UNDER $2,500	42 24.4	28 33.7	27 27.3	12 14.8	26 31.0	38 41.8
$2,500 - $4,999	9 5.2	3 3.6	8 8.1	4 4.9	4 4.8	8 8.8
$5,000 - $9,999	10 5.8	6 7.2	10 10.1	5 6.2	3 3.6	7 7.7
$10,000 - $14,999	18 10.5	7 8.4	7 7.1	10 12.3	8 9.5	5 5.5
$15,000 - $24,999	15 8.7	3 3.6	4 4.0	7 8.6	5 6.0	3 3.3
$25,000 - $49,999	21 12.2	8 9.6	10 10.1	14 17.3	13 15.5	6 6.6
$50,000 - $99,999	21 12.2	7 8.4	15 15.2	9 11.1	7 8.3	6 6.6
$100,000 - $199,999	12 7.0	7 8.4	8 8.1	9 11.1	7 8.3	6 6.6
$200,000 - $299,999	14 8.1	7 8.4	5 5.1	8 9.9	6 7.1	6 6.6
$300,000 OR OVER	10 5.8	7 8.4	5 5.1	3 3.7	5 6.0	6 6.6
SIGMA	172 99.9	83 99.7	99 100.2	81 99.9	84 100.1	91 100.1
MEANS	69.1	76.3	60.9	73.4	66.7	60.0
MEDIANS	19.7	13.2	13.2	29.5	17.0	4.8

ABOUT HOUSEHOLD INVESTMENTS
Q.1A INVESTMENT HOLDINGS - STATE OR MUNICIPAL BONDS

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	715 76.6	368 79.3	502 81.5	274 73.5	330 78.0	341 79.9
TOTAL RESPONDENTS	218	96	114	99	93	86
UNDER $2,500	8 3.7	5 5.2	5 4.4	3 3.0	2 2.2	4 4.7
$2,500 - $4,999	14 6.4	4 4.2	8 7.0	8 8.1	4 4.3	5 5.8
$5,000 - $9,999	21 9.6	6 6.3	14 12.3	13 13.1	8 8.6	10 11.6
$10,000 - $14,999	27 12.4	11 11.5	14 12.3	10 10.1	10 10.8	11 12.8
$15,000 - $24,999	19 8.7	9 9.4	17 14.9	5 5.1	5 5.4	10 11.6
$25,000 - $49,999	42 19.3	19 19.8	18 15.8	17 17.2	21 22.6	13 15.1
$50,000 - $99,999	30 13.8	13 13.5	13 11.4	19 19.2	12 12.9	8 9.3
$100,000 - $199,999	20 9.2	12 12.5	12 10.5	9 9.1	11 11.8	10 11.6
$200,000 - $299,999	19 8.7	8 8.3	7 6.1	7 7.1	8 8.6	8 9.3
$300,000 OR OVER	18 8.3	9 9.4	6 5.3	8 8.1	12 12.9	7 8.1
SIGMA	218 100.1	96 100.1	114 100.0	99 100.1	93 100.1	86 99.9
MEANS	86.3	94.0	69.8	84.1	105.8	86.9
MEDIANS	36.9	42.1	24.4	40.4	45.8	30.8

ABOUT HOUSEHOLD INVESTMENTS
Q.1B OTHER TYPES OF INVESTMENTS NOW OWN

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	100 10.7	34 7.3	69 11.2	58 15.5	32 7.6	33 7.7
TOTAL ANSWERING	833	430	547	315	391	394
HAVE ANY (NET)	793 95.2	404 94.0	508 92.9	297 94.3	367 93.9	374 94.9
REAL ESTATE (EXCLUDING YOUR OWN RESIDENCE)	516 61.9	204 47.4	324 59.2	193 61.3	266 68.0	257 65.2
GOLD/PRECIOUS STONES	170 20.4	63 14.7	151 27.6	66 21.0	90 23.0	75 19.0
COMMODITIES	31 3.7	13 3.0	14 2.6	18 5.7	10 2.6	9 2.3
TAX SHELTERS	246 29.5	98 22.8	130 23.8	119 37.8	103 26.3	88 22.3
KEOGH PLAN	210 25.2	76 17.7	202 36.9	119 37.8	45 11.5	106 26.9
CERTIFICATES OF DEPOSIT	299 35.9	160 37.2	190 34.7	100 31.7	143 36.6	121 30.7
ART WORKS/COLLECTIBLES	167 20.0	73 17.0	114 20.8	75 23.8	88 22.5	85 21.6
MONEY MARKET FUNDS	412 49.5	225 52.3	261 47.7	157 49.8	158 40.4	186 47.2
IRA	609 73.1	316 73.5	380 69.5	239 75.9	239 61.1	274 69.5
RARE COINS	126 15.1	61 14.2	77 14.1	41 13.0	80 20.5	54 13.7
NONE OF THOSE LISTED	40 4.8	26 6.0	39 7.1	18 5.7	24 6.1	20 5.1

ABOUT HOUSEHOLD INVESTMENTS
0.2 TOTAL VALUE OF ALL INVESTMENTS MENTIONED

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	88 9.4	25 5.4	58 9.4	43 11.5	34 8.0	37 8.7
TOTAL ANSWERING	845	439	558	330	389	390
NONE	13 1.5	5 1.1	21 3.8	3 0.9	6 1.5	6 1.5
UNDER $5,000	31 3.7	29 6.6	28 5.0	7 2.1	11 2.8	18 4.6
$5,000 - $9,999	32 3.8	31 7.1	30 5.4	12 3.6	11 2.8	11 2.8
$10,000 - $14,999	32 3.8	26 5.9	22 3.9	9 2.7	21 5.4	16 4.1
$15,000 - $24,999	42 5.0	33 7.5	29 5.2	20 6.1	12 3.1	27 6.9
$25,000 - $49,999	77 9.1	47 10.7	43 7.7	15 4.5	23 5.9	44 11.3
$50,000 - $99,999	93 11.0	60 13.7	52 9.3	33 10.0	40 10.3	41 10.5
$100,000 - $199,999	165 19.5	70 15.9	103 18.5	63 19.1	67 17.2	67 17.2
$200,000 - $299,999	86 10.2	44 10.0	74 13.3	47 14.2	41 10.5	45 11.5
$300,000 - $499,999	94 11.1	33 7.5	62 11.1	43 13.0	48 12.3	41 10.5
$500,000 - $999,999	107 12.7	43 9.8	72 12.9	47 14.2	59 15.2	42 10.8
$1,000,000 OR OVER	73 8.6	18 4.1	22 3.9	31 9.4	50 12.9	32 8.2
MEANS	337.32	231.25	273.17	375.18	419.62	314.88
MEDIANS	162.12	90.42	152.43	206.38	208.54	147.76

ABOUT HOUSEHOLD INVESTMENTS
Q.3 FINANCIAL SITUATION NOW COMPARED TO 3 YEARS AGO

	TOTAL	CPA	DENTISTS	PHYSICIANS	CORPORATE EXECUTIVES	LAWYERS
TOTAL RESPONDENTS	933	464	616	373	423	427
NO ANSWER	46	16	39	23	12	20
	4.9	3.4	6.3	6.2	2.8	4.7
TOTAL RESPONDENTS	887	448	577	350	411	407
GETTING WORSE	74	36	83	37	49	24
	8.3	8.0	14.4	10.6	11.9	5.9
ABOUT THE SAME	248	101	171	115	138	106
	28.0	22.5	29.6	32.9	33.6	26.0
GETTING BETTER	565	311	323	198	224	277
	63.7	69.4	56.0	56.6	54.5	68.1
SIGMA	887	448	577	350	411	407
	100.0	99.9	100.0	100.1	100.0	100.0

SURVEY METHODOLOGY

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SURVEY METHODOLOGY

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BETA RESEARCH CORPORATION
6400 Jericho Turnpike, Syosset, New York 11791
(516) 935-3800 / (718) 895-0440

JEROME KOSSOFF
President

April 23, 1986

To whom it may concern:

MarketPlace Publications contracted Beta Research Corporation to produce a national readership survey among the readers of their five publications. This letter will describe the methodology involved in this study.

In compliance with specifications set up by Beta Research and MarketPlace Publications, Beta Research handled the mailout of 5,000 questionnaires divided between 5 evenly distributed samples of 1,000 each (CPA's, Dentists, Physicians, Lawyers, and Corporate Executives). On December 10, 1985 an advance postcard was sent. This postcard was followed by a twelve-page questionnaire, a postage prepaid return envelope and a cover letter with a $1 premium mailed on December 13th and 14th, 1986.

On January 23, 1986 a second mailout containing the questionnaire, a postage prepaid return envelope and a cover letter explaining the importance of responding was sent to those respondents who had not yet completed the survey.

All returns were mailed to Beta Research of Syosset, New York and were opened and tabulated by us. A total of 431 post office returns were eliminated leaving a net effective mailing of 4,569.

Our field cut off date was designated as March 10, 1986. At that point in time a total of 2,303 usable questionnaires were on hand for a net effective response rate of 50.4%.

We thank you for the opportunity of working on this study.

Sincerely,

Jerome Kossoff
President

BETA RESEARCH CORPORATION
6400 Jericho Turnpike, Syosset, New York 11791
(516) 935-3800 / (718) 895-0440

JEROME KOSSOFF
President

April 23, 1986

To whom it may concern:

MarketPlace Publications contracted Beta Research Corporation to produce a national readership survey among the readers of their five publications designed to accurately reflect the differences between the five major groups under study. This letter will describe the methodology involved in this study.

In compliance with specifications set up by Beta Research and MarketPlace Publications, Beta Research handled the mailout of 2,000 questionnaires divided proportionally from the universe of readers. On December 10, 1985 an advance postcard was sent. This postcard was followed by a twelve-page questionnaire, a postage prepaid return envelope and a cover letter with a $1 premium mailed on December 13th and 14th, 1986.

On January 24, 1986 a second mailout containing the questionnaire, a postage prepaid return envelope and a cover letter explaining the importance of responding was sent to those respondents who had not yet completed the survey.

All returns were mailed to Beta Research of Syosset, New York and were opened and tabulated by us. A total of 156 post office returns were eliminated leaving a net effective mailing of 1,844.

Our field cut off date was designated as March 11, 1986. At that point in time a total of 933 usable questionnaires were on hand for a net effective response rate of 50.6%.

We thank you for the opportunity of working on this study.

Sincerely,

Jerome Kossoff
President

BETA RESEARCH

MARKETPLACE PUBLICATIONS, INC.

SURVEY OF MARKETPLACE PUBLICATIONS RECIPIENTS

	CPM	CPM PLUS OVERSAMPLE
GROSS MAILING	2,000	5,000
LESS UNDELIVERABLES	156	431
NET MAILING	1,844 100.0%	4,569 100.0%
TOTAL USABLE RETURNS	933 50.6%	2,303 50.4%
MAILING DATES:		
ADVANCE POSTCARD	December 10, 1985	December 10, 1985
QUESTIONNAIRE:		
FIRST MAILING	December 13 & 14, 1985	January 13 & 14, 1985
FOLLOW-UP MAILING	January 24, 1986	January 23, 1986
CLOSED FOR TABULATIONS (NO RESPONSES ACCEPTED AFTER THIS DATE)	March 11, 1986	March 10, 1986

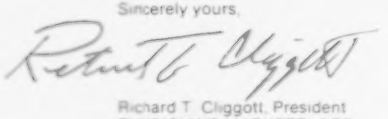
IN THE FOLLOWING TABLES THE FIRST COLUMN REPRESENTS THE RESULTS OF THE "COMPARABLE PROFILE MEASUREMENT OF SUBSCRIBERS AND SUBSCRIBER HOUSEHOLDS." THE SAMPLE OF 2,000 USED FOR THAT SURVEY WAS SYSTEMATICALLY SELECTED FROM THE COMBINED LIST OF ALL 5 TYPES OF MARKETPLACE PUBLICATIONS RECIPIENTS. A FURTHER SYSTEMATIC SAMPLE WAS DRAWN FROM THE TOTAL U.S. GALLEYS OF THE RECIPIENTS OF EACH OF THE 5 PUBLICATIONS, TO ASSURE A TOTAL MAILING OF 1,000 QUESTIONNAIRES TO EACH. THE FIRST COLUMN THUS DOES NOT REPRESENT A TOTAL OF THE OTHER 5 COLUMNS, BUT A COMPLETE AND SEPARATE SURVEY IN ITSELF.

SAMPLES OF ADVANCE POSTCARDS

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill out—and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

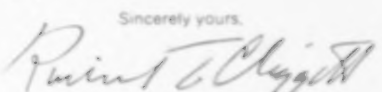


Richard T. Cliggott, President
PHYSICIANS MARKETPLACE

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill out—and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

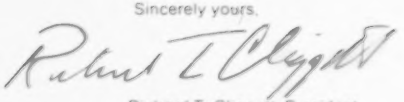


Richard T. Cliggott, President
DENTISTS MARKETPLACE

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill out—and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

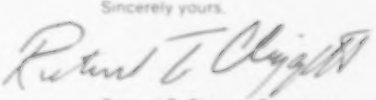


Richard T. Cliggott, President
LAWYERS MARKETPLACE

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill out—and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,

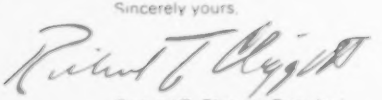


Richard T. Cliggott, President
EXECUTIVES MARKETPLACE

You are one of a representative group of our readers we are asking to take part in a special survey.

In a few days you will receive our questionnaire. It will take a short time to fill out—and your answers will be of the greatest importance to the success of our survey.

Sincerely yours,



Richard T. Cliggott, President
CPA's MARKETPLACE

SAMPLES OF LETTERS ACCOMPANYING QUESTIONNAIRES

FIRST MAILING

Corporate Executives MarketPlace

Will you do us a favor?

We try hard to give you a useful publication. Now we are turning to you for help. We are conducting an important survey of our readers, covering various aspects of their lives, interests and activities.

Because you are part of a scientifically selected sample, your response is vital to the survey's success. Your answers will be treated in complete confidence, and used only in combination with those of the other readers in our sample to develop a composite picture. The number on the bottom of the last page is for our control purposes only and enables us to avoid sending a second questionnaire to people who complete and return the first one.

Please complete the enclosed questionnaire and return it to us in the stamped reply envelope. The editors, and I personally, will be very grateful for your help.

Sincerely yours,

Richard T. Cliggott
President

P.S. The enclosed dollar bill is just a token of our appreciation. You may want to add it to your next charitable contribution.

FOLLOW-UP MAILING

Corporate Executives MarketPlace

January 1986

WILL YOU DO US A FAVOR?

A few weeks ago we sent you a questionnaire and letter asking you to take part in an important survey. If you were among those who answered, please consider this our way of saying "Thank you."

In case, however, you did not have a chance to fill out the form when you first received it, perhaps you will be kind enough to do so now. For your convenience we enclose another copy of the questionnaire.

Since every survey depends on the greatest possible number of replies for its validity, we want to make certain that **your** answers are included. Of course, all answers are confidential and will be used only in combination with those of other readers to obtain a composite picture of our readership. The number on the outside of the return envelope is for our control purposes only. If, however, you prefer not to be identified even for this limited purpose, you may cross off the number.

Won't you please complete the enclosed questionnaire and return it to us in the stamped reply envelope? I will be very grateful for your help.

Sincerely yours,

Richard T. Cliggott
President

P.S. The enclosed dollar bill is just a token of our appreciation for your help.

PHYSICIANS MARKETPLACE

This study is about you and your household. Your "household" means you and other persons living with you most of the year, whether related or not. One person living alone is a "household". Students temporarily living away from home should be included with others at home in defining the "household". Please ignore the small numbers alongside the answers. They are only to help us in data processing.

ABOUT YOU AND PHYSICIANS MARKETPLACE

1. How many of the last 3 issues of PHYSICIANS MARKETPLACE have you read or looked through?

- ☐ 3 of the last 3 issues
- ☐ 2 of the last 3 issues
- ☐ 1 of the last 3 issues
- ☐ None of the last 3 issues
- ☐ Recent subscriber, have not yet received 3 issues

2. Where do you usually read your copy of PHYSICIANS MARKETPLACE? (PLEASE CHECK ALL THAT APPLY.)

- ☐ At home
- ☐ At the office
- ☐ Traveling to and from the office
- ☐ Business travel
- ☐ Other _____ (please specify)

3. Approximately how many times, in total, do you pick up a typical issue of PHYSICIANS MARKETPLACE to read or look through, before you are finished with that issue?

- ☐ Once
- ☐ 2 times
- ☐ 3 times
- ☐ 4 times
- ☐ 5 times
- ☐ 6-9 times
- ☐ 10-14 times
- ☐ 15 or more times

4. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of PHYSICIANS MARKETPLACE?

_____ hours _____ minutes

5. Excluding yourself, how many others in your office and/or household read or looked at your copy of PHYSICIANS MARKETPLACE?

_____ Others

DINING OUT

1. In an average month, how many times do you dine out, including luncheons and/or dinners for business or pleasure/personal reasons? (PLEASE CHECK **ONE** IN EACH COLUMN)

	Business	Pleasure/ Personal
0	☐	☐
1-2	☐	☐
3-4	☐	☐
5-8	☐	☐
9-12	☐	☐
13-19	☐	☐
20 or more	☐	☐

BEVERAGES

1. In the past 12 months, did you or any other household members purchase wine and/or liquor by the case, either as a gift or for your own use?

- ☐ Wine
- ☐ Liquor
- ☐ Neither wine nor liquor

ACTIVITIES

1. Which of the activities listed below did you or other members of your household engage in or attend in the **past 12 months**? (PLEASE CHECK ALL THAT APPLY.)

Note: If both you **and** others engaged in a particular activity, please make sure both boxes are checked for that activity. If only you **or** other(s) participated, please check the one appropriate box for the activity.

	Self	Others
Attended art shows or art galleries	☐	☐
Attended live theatre, concert, opera, ballet performances	☐	☐
Bicycling	☐	☐
Boating	☐	☐
Camping	☐	☐
Collecting (stamps, coins, etc.)	☐	☐
Fishing	☐	☐
Gardening	☐	☐
Golf	☐	☐
Hiking/Backpacking	☐	☐
Hunting	☐	☐
Jogging	☐	☐
Listening to music on stereo equipment	☐	☐
Member of tennis, golf, yacht or country club	☐	☐
Photography	☐	☐
Piloting a private plane	☐	☐
Racketball, paddle ball, platform tennis or squash	☐	☐
Reading books for pleasure	☐	☐
Sailing	☐	☐
Skiing (snow)	☐	☐
Skin or scuba diving	☐	☐
Swimming	☐	☐
Tennis	☐	☐
Water skiing	☐	☐
None of the listed activities	☐	☐

2. About how many books have you read in the past 12 months? (PLEASE CHECK **ONE** BOX)

- ☐ None
- ☐ 1-2
- ☐ 3-5
- ☐ 6-10
- ☐ More than 10

3. Does anyone in your household belong to a book club?

- ☐ Yes, I do
- ☐ Yes, other person(s) in household
- ☐ Yes, myself and other(s) in household
- ☐ No

OWNERSHIP

1. Which of the following does anyone in your household own or plan to buy in the next 12 months? (PLEASE CHECK ALL THAT APPLY.)

- ☐ Smoke or fire alarm
- ☐ A total home security system
- ☐ Water filtration equipment (purifiers or softeners)
- ☐ Water bed
- ☐ Home encyclopedia set
- ☐ Decorator telephone
- ☐ Telephone answering machine
- ☐ Telephone extensions for the home
- ☐ Lawn/patio furniture
- ☐ Chain saw
- ☐ String grass trimmer
- ☐ None of the above

2 Which of the following items do you or other household members now own or plan to buy in the next 12 months? (PLEASE CHECK ALL THAT APPLY)

VIDEO EQUIPMENT
- ☐ Video cassette recorder (VCR)
- ☐ Video disc player
- ☐ Video camera
- ☐ Video game unit

PHOTOGRAPHIC EQUIPMENT
- ☐ 35mm SLR camera
- ☐ Instant developing camera
- ☐ Cartridge-type still camera (Instamatic, pocket, etc.)
- ☐ Disc camera
- ☐ Slide projector
- ☐ Movie camera (with sound)
- ☐ Movie projector (with sound)
- ☐ Wide angle lens
- ☐ Telephoto/zoom lens
- ☐ Additional camera body
- ☐ Flash unit
- ☐ Enlarger

TAPE RECORDERS (Audio)
- ☐ Reel to reel system
- ☐ Cassette tape recorder
- ☐ Cartridge tape unit—8 track

SPECIAL AUDIO EQUIPMENT ON CARS
- ☐ AM-FM stereo car radio
- ☐ Car tape deck

HI-FI/STEREO PACKAGE SYSTEMS
- ☐ Compact stereo system
- ☐ Other packaged system

HI-FI/STEREO COMPONENTS (Pieces that can be bought separately and arranged in any configuration or design)
- ☐ Receiver (combination tuner and an amplifier)
- ☐ Separate tuner
- ☐ Separate amplifier
- ☐ Turntable
- ☐ Speakers
- ☐ Headphone
- ☐ Microphone

OTHER HOUSEHOLD POSSESSIONS
- ☐ Riding mower/tractor
- ☐ Swimming pool (in ground)
- ☐ Swimming pool (above ground)
- ☐ Sauna/hot tub
- ☐ Home gym/Fitness equipment
- ☐ Whirlpool/Jacuzzi
- ☐ Home security system
- ☐ Power tools (stationary)
- ☐ Printing calculator
- ☐ Hand held calculator

☐ None of the above

3 Do you or other household members now own a personal/home computer? (Please do not include Video Game Equipment unless it's part of a computer system.)

☐ Yes → CONTINUE (If more than one owned, answer Questions 5-7 for the one acquired most recently)

☐ No → SKIP TO Q. #10

4 What is the make of the personal/home computer acquired most recently? (PLEASE CHECK ONE)

- ☐ Apple
- ☐ Atari
- ☐ Commodore
- ☐ Data General
- ☐ Digital
- ☐ Hewlett Packard
- ☐ IBM
- ☐ Karona
- ☐ KayPro
- ☐ Tandy Radio Shack
- ☐ Texas Instrument
- ☐ Toshiba
- ☐ Wang
- ☐ Other _____ (please specify)

5 About how much was spent on this personal/home computer? (Please include the cost of the computer **and** accessories such as a printer, modem, etc. purchased with the computer or added later, but **do not** include software.)

- ☐ Less than $500
- ☐ $500-$999
- ☐ $1,000-$1,499
- ☐ $1,500-$1,999
- ☐ $2,000-$2,499
- ☐ $2,500-$4,999
- ☐ $5,000-$7,499
- ☐ $7,500-$9,999
- ☐ $10,000 or more

6 Where is this personal/home computer kept? (PLEASE CHECK ONE)

☐ At home ☐ At work ☐ It's portable—used at home and elsewhere

6a Do you use this computer for personal or business reasons?

☐ Personal ☐ Business ☐ Both personal and business

7 Do you or other household members purchase software packages, or do you or others do the programming for the personal/home computer(s) now owned? (YOU MAY CHECK ONE OR BOTH)

☐ Purchase prepared software packages ☐ Programming done by self or others

8 For what applications have you or others created or bought software for your personal/home computer(s)? (PLEASE CHECK ALL THAT APPLY IN BOTH COLUMNS)

	Home Applications		Business Applications
Home management	☐	Client/patient records	☐
Records and schedules	☐	Accounting	☐
		Accounts receivable	☐
Recipes	☐	Inventory	☐
Games and hobbies	☐	Payroll	☐
Education—adult	☐	Electronic worksheet	☐
Education—child	☐	Graphics	☐
Energy control	☐	Word processing	☐
Home security	☐	Taxes	☐
On-line info. services	☐	Forecasting	☐
Checking accounts	☐	On-line info. services	☐
Personal finance, taxes	☐	Data base	☐
Mailing lists	☐	Investment management	☐
Writing and editing	☐	Mailing lists	☐
Other home applications	☐	Other business applications	☐
None of the above	☐	None of the above	☐

9 Do you use or have access to a computer where you work?

☐ Yes ☐ No → SKIP TO Q.#10

9a IF "YES" what is the make of the computer you use at work? (PLEASE CHECK ONE)

- ☐ Apple
- ☐ Atari
- ☐ Commodore
- ☐ Data General
- ☐ Digital
- ☐ Hewlett Packard
- ☐ IBM
- ☐ Karona
- ☐ KayPro
- ☐ Tandy Radio Shack
- ☐ Texas Instrument
- ☐ Toshiba
- ☐ Wang
- ☐ Other _____ (please specify)

10. If you don't own a personal or home computer, do you plan to buy one in the next 12 months?

☐ Yes ☐ No

10a. IF "YES", what make?

☐ Apple ☐ Hewlett Packard ☐ Texas Instrument
☐ Atari ☐ IBM ☐ Toshiba
☐ Commodore ☐ Karona ☐ Wang
☐ Data General ☐ KayPro ☐ Other _____
☐ Digital ☐ Tandy/Radio Shack (please specify)
☐ Undecided

11. Please indicate which of the following items you or other household members now own or plan to buy in the next 12 months. (CHECK ALL THAT APPLY)

☐ Wrist watch costing $500 or more
☐ Color TV-projection screen
☐ Color TV-console
☐ Color TV-portable
☐ Electronic games (not TV)
☐ Mobile/cellular telephone
☐ Telephone answering device
☐ Dictation equipment
☐ Single-engine aircraft
☐ Multi-engine aircraft
☐ Jet aircraft
☐ Motorcycle or moped
☐ In-ground swimming pool
☐ Piano or organ
☐ Tennis court
☐ Sailboat with auxiliary motor
☐ Sailboat without auxiliary motor
☐ In-board power/stern drive boat
☐ Outboard power boat
☐ Other boat
☐ None of the listed items owned

ABOUT TRAVEL IN THE U.S.

1. During **the past 12 months**, did you or other household members take any trips in the 48 contiguous U.S. states (excluding Alaska and Hawaii) for business, pleasure or any other reason? (PLEASE INCLUDE ONLY TRIPS OF 100 MILES OR MORE ONE-WAY. DO NOT INCLUDE COMMUTING OR MILITARY TRAVEL.)

	Self	Others
Yes, took trips within the 48 U.S. states	☐	☐
No	☐	☐

2. What means of transportation were used by yourself or other household members on these U.S. trips in the past 12 months? (PLEASE CHECK ALL THAT APPLY)

	Self	Others
Commercial airline	☐	☐
Company aircraft	☐	☐
Private aircraft	☐	☐
Train	☐	☐
Ship	☐	☐
Bus	☐	☐
Own car	☐	☐
Rented car	☐	☐
Other _____ (please specify)	☐	☐

ABOUT TRAVEL OUTSIDE THE 48 CONTIGUOUS U.S. STATES

1. During **the past 3 years**, did you or other household members take any trips or cruises outside the U.S. or to Alaska or Hawaii? (PLEASE DO NOT INCLUDE MILITARY TRAVEL)

	Self	Others
Yes, took such trips	☐	☐
No	☐	☐

IF NEITHER YOU NOR OTHERS TOOK ANY SUCH TRIPS, PLEASE SKIP TO TRAVELER'S CHECKS AND CREDIT CARDS SECTION.

2. What means of transportation were used by yourself or other household members on these trips outside the 48 states in the past 3 years? (PLEASE CHECK ALL THAT APPLY)

	Self	Others
Commercial airline	☐	☐
Private aircraft	☐	☐
Train	☐	☐
Ship	☐	☐
Bus	☐	☐
Own car	☐	☐
Rented car	☐	☐
Other _____ (please specify)	☐	☐

3. Which of the following places were visited by you or other household members in the past 3 years? (PLEASE CHECK ALL THAT APPLY)

	Self	Others
Alaska	☐	☐
Hawaii	☐	☐
Canada	☐	☐
Mexico	☐	☐
Bermuda	☐	☐
Bahamas	☐	☐
Puerto Rico	☐	☐
Other Carribean areas	☐	☐
South America	☐	☐
Central America	☐	☐
Great Britain or Ireland	☐	☐
Scandinavia	☐	☐
France	☐	☐
Italy	☐	☐
Germany	☐	☐
Spain/Portugal	☐	☐
Russia	☐	☐
Other Europe	☐	☐
Africa	☐	☐
Near or Middle East	☐	☐
Japan	☐	☐
Other Asia (China, Korea, India, etc.)	☐	☐
Australia or New Zealand	☐	☐
Pacific Islands	☐	☐

4 If you **personally** took a trip outside the 48 states by "commercial airline" in the past 3 years, how many trips did you take for each of the following reasons? (PLEASE COUNT EACH ROUND TRIP AS ONE TRIP. IF NONE, PLEASE WRITE IN "0")

Trips outside the 48 U.S. states:	Write in Number of Such Trips You Personally Took in Past 3 Years
Airline trips for purely business purposes	_____ trips
Airline trips for pleasure or personal reasons	_____ trips
Airline trips that combined business and pleasure in the same trip	_____ trips
TOTAL	_____ total

5 During the past 3 years, did you or other household members take a cruise on an ocean-going ship?

☐ Yes ☐ No

TRAVELER'S CHECKS AND CREDIT CARDS

1 Have you used traveler's checks in the past 12 months?

☐ Yes ☐ No → SKIP TO Q #2

1a IF "YES", whose traveler's checks did you buy last? (PLEASE CHECK ONE)

☐ Thomas Cook
☐ American Express
☐ Visa
☐ Barclay
☐ Bank of America
☐ Citicorp
☐ Other _____ (please specify)

2 Which of the following types of charge privileges and credit cards do you or other household members now hold? (PLEASE CHECK ALL THAT APPLY)

☐ Business expense account
☐ Air travel card
☐ American Express
☐ Visa
☐ Bell System (phone) card
☐ Gasoline credit card
☐ Car rental card (Hertz, Avis, etc.)
☐ Carte Blanche
☐ Diners Club
☐ Hotel credit card
☐ MasterCard (MasterCharge)
☐ Retail charge account (dept. or specialty store)
☐ Other _____ (please specify)
☐ None of the above

ABOUT INSURANCE

1 Do you or other members of your household have any life insurance, other than group coverage?

☐ Yes ☐ No

IF "YES", what is the approximate **total face value** of all such life insurance held by you or other household members?

☐ Under $10,000
☐ $10,000-$19,999
☐ $20,000-$29,999
☐ $30,000-$49,999
☐ $50,000-$69,999
☐ $70,000-$99,999
☐ $100,000-$149,999
☐ $150,000-$199,999
☐ $200,000-$249,999
☐ $250,000-$349,999
☐ $350,000-$499,999
☐ $500,000 or over

IF $500,000 or over, approximate total value

$_____

ABOUT CARS

1 Please fill in the following information about cars and special vehicles in your household. Do you or other members of your household:

	Yes	No	If "Yes", How Many Such Vehicles
Now **own a passenger automobile**	☐	☐	_____
Now **own a special utility vehicle**, other than the above (such as a 4-wheel drive sports utility vehicle, pick up truck or van) that is primarily used for non-business purposes	☐	☐	_____
Now **lease** a car or special utility vehicle	☐	☐	_____
Now have exclusive use of a **company supplied** car or special utility vehicle	☐	☐	_____
TOTAL OF ABOVE = Total cars and special utility vehicles now owned, leased or company-supplied (If none, please write in "0")			_____

2 Please fill in the following information for each car and special utility vehicle now **owned**, **leased**, or **company supplied** to yourself or other household members.

Cars and Other Vehicles Now in Household	MAKE (Buick, Jaguar, Mercedes Oldsmobile, Datsun Ford, etc.)	MODEL (Riviera, XJ-S, 300D Cutlass, 520 Pickup Escort, etc.)	Model Year	How Acquired: New	How Acquired: Used	Self or Other Household Member Personally: Owns	Self or Other Household Member Personally: Leases	Company Supplied
#1				☐	☐	☐	☐	☐
#2				☐	☐	☐	☐	☐
#3				☐	☐	☐	☐	☐
#4				☐	☐	☐	☐	☐
#5				☐	☐	☐	☐	☐

2a On the average, how often do you replace your car?

☐ Less than once a year
☐ 1 to less than every 2 years
☐ 2 to less than every 3 years
☐ 3 to less than every 4 years
☐ 4 to less than every 5 years
☐ 5 to less than every 8 years
☐ Every 8 years or more

3 Do you or other members of your household now own a live-in or camping vehicle? (PLEASE CHECK ALL THAT APPLY)

☐ Motor home (self-powered)
☐ Camper van
☐ Tent/camping/travel trailer
☐ Pick up with cover or shell
☐ Other 4-wheel drive
☐ Other _____ (please specify)

4 During **the past 12 months**, have you or any other members of your household rented a car, either for business or pleasure/personal reasons? (IF "NONE" WRITE IN "0")

	Number of Times
Rented for business	_____
Rented for pleasure/personal	_____
Rented for business and pleasure	_____
TOTAL	_____

ABOUT INVESTMENTS

1a. Do you or other household members now hold the following types of investments?

	Stock in the Company Where Employed	Other Corporate Stock (Common or Preferred)	Mutual Funds	Corporate Bonds	U.S. Bonds (Excluding U.S. Savings Bonds)	State or Municipal Bonds
Under $2,500	☐	☐	☐	☐	☐	☐
$2,500-$4,999	☐	☐	☐	☐	☐	☐
$5,000-$9,999	☐	☐	☐	☐	☐	☐
$10,000-$14,999	☐	☐	☐	☐	☐	☐
$15,000-$24,999	☐	☐	☐	☐	☐	☐
$25,000-$49,999	☐	☐	☐	☐	☐	☐
$50,000-$99,999	☐	☐	☐	☐	☐	☐
$100,000-$199,999	☐	☐	☐	☐	☐	☐
$200,000-$299,999	☐	☐	☐	☐	☐	☐
$300,000 or over	☐	☐	☐	☐	☐	☐
If $300,000 or over, please check the box above, and write in approximate value	$	$	$	$	$	$

1b. Which of the following other types of investments do you or other household members now own? (PLEASE CHECK ALL THAT APPLY. IF "NONE", CHECK APPROPRIATE BOX.)

- ☐ Real estate (excluding your own residence)
- ☐ Gold, precious stones
- ☐ Commodities
- ☐ Tax shelters
- ☐ Keogh Plan
- ☐ Certificates of deposit
- ☐ Art works, collectibles
- ☐ Money market funds
- ☐ IRA
- ☐ Rare coins
- ☐ None of those listed

2. What is the appropriate total value of the above investments owned by you and other members of your household? (PLEASE COMBINE ALL OF THE TYPES OF INVESTMENTS YOU CHECK IN QUESTIONS 1a. AND 1b. TO ARRIVE AT THIS FIGURE. DO NOT INCLUDE TYPES OF INVESTMENTS OTHER THAN THESE.)

- ☐ None
- ☐ Under $5,000
- ☐ $5,000-$9,999
- ☐ $10,000-$14,999
- ☐ $15,000-$24,999
- ☐ $25,000-$49,999
- ☐ $50,000-$99,999
- ☐ $100,000-$199,999
- ☐ $200,000-$299,999
- ☐ $300,000-$499,999
- ☐ $500,000-$999,999
- ☐ $1,000,000 or over → If $1,000,000 or over, approximate value $ _____

3. During the past 3 years, would you say your financial situation has been getting worse, has stayed the same, or has it been getting better? (PLEASE CHECK **ONE** BOX)

- ☐ Getting worse
- ☐ About the same
- ☐ Getting better

ABOUT YOUR HOME

1. Which one of the following best describes the main residence of your household? (PLEASE CHECK ONE)

Owned by self or other household member:

- ☐ House (other than farm or ranch)
- ☐ House on farm or ranch
- ☐ Condominium
- ☐ Cooperative apartment
- ☐ Other _____ (please specify)

Rented:

- ☐ House
- ☐ Apartment
- ☐ Other _____ (please specify)

1a. If you or other household members own your main residence, what is the approximate present market value, including the land that belongs to it?

- ☐ Under $60,000
- ☐ $60,000-$69,999
- ☐ $70,000-$79,999
- ☐ $80,000-$89,999
- ☐ $90,000-$99,999
- ☐ $100,000-$124,999
- ☐ $125,000-$149,999
- ☐ $150,000-$199,999
- ☐ $200,000-$249,999
- ☐ $250,000-$299,999
- ☐ $300,000 or over → If $300,000 or over, approximate value $ _____

2. **In addition to your main residence**, do you or other members of your household own any of the following types of real estate? (PLEASE CHECK ALL THAT APPLY)

- ☐ Weekend or vacation home
- ☐ Ranch, farm or farmland
- ☐ Residential building plot
- ☐ Undeveloped land
- ☐ Business property
- ☐ No other real estate owned

ABOUT YOU AND YOUR HOUSEHOLD

May we remind you that all answers are confidential and will be used only in combination with those of other respondents to form a composite picture. Answers to some of the demographic questions may be obvious in your case—the questions were designed to gather comparable statistical information from several professional and executive groups.

1. Are you a man or a woman?

- ☐ Man
- ☐ Woman

2. What is your marital status?

- ☐ Married
- ☐ Single, never married
- ☐ Widowed
- ☐ Separated or divorced

3. What is your age?

- ☐ 18-21
- ☐ 22-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49
- ☐ 50-54
- ☐ 55-59
- ☐ 60-64
- ☐ 65 or over

4 What is the **highest** level of formal education you have attained to date? (PLEASE CHECK ONE BOX ONLY)

- ☐ High school or less
- ☐ Graduated from high school
- ☐ Attended college
- ☐ Graduated from 2-year college
- ☐ Graduated from 4-year college
- ☐ Postgraduate study without degree
- ☐ Master's degree
- ☐ Doctor's degree

5 What is the nature of your employer's business? If you do not work for an employer, please give your professional or occupational status. (PLEASE BE SPECIFIC, e.g. STEEL MANUFACTURING, WHOLESALE FOOD, RETAIL TEXTILES, ENGINEERING FIRM, LAW FIRM, DENTIST, WRITER, STUDENT, HOMEMAKER, ETC.)

_____

6 What is your title or position? (PLEASE BE SPECIFIC, e.g. partner, vice president, office manager, sales manager, salesperson, teacher, doctor, lawyer, etc.)

_____

7 Is the main income earner in your household a member of the board of directors of any business or corporation?

- ☐ Yes
- ☐ No

8 How many members are there in your household within each of the following age groups **including** yourself? (PLEASE WRITE IN NUMBER OR "0" FOR EACH CATEGORY)

Including yourself:

Number of adults 18 years old or over _____

Number of children 12-17 years old _____

6-11 years old _____

Under 6 years old _____

Total household members _____

9 Please check the box that best describes your total household income before taxes in 1985. (PLEASE INCLUDE INCOME FROM YOURSELF AND ALL OTHER HOUSEHOLD MEMBERS FROM ALL SOURCES, SUCH AS WAGES, BONUSES, PROFITS, DIVIDENDS, RENTALS, INTEREST, ETC.)

- ☐ Under $20,000
- ☐ $20,000-$24,999
- ☐ $25,000-$29,999
- ☐ $30,000-$34,999
- ☐ $35,000-$39,999
- ☐ $40,000-$49,999
- ☐ $50,000-$59,999
- ☐ $60,000-$74,999
- ☐ $75,000-$99,999
- ☐ $100,000-$199,999
- ☐ $200,000-$299,999
- ☐ $300,000 or over

If $300,000 or over approximate amount $ _____

10 What is your approximate **total household net worth**? (Please include all assets such as investments, cash value of insurance, value of your home(s), bank accounts, jewelry, autos, real estate, vested value in pension plans, and all other valuables owned by you and other household members, and deduct all liabilities.)

- ☐ Less than $25,000
- ☐ $25,000-$49,999
- ☐ $50,000-$74,999
- ☐ $75,000-$99,999
- ☐ $100,000-$124,999
- ☐ $125,000-$149,999
- ☐ $150,000-$199,999
- ☐ $200,000-$299,999
- ☐ $300,000-$499,999
- ☐ $500,000-$749,999
- ☐ $750,000-$999,999
- ☐ $1,000,000 or over

If $1 million or over, approximate amount $ _____

11 In what state and ZIP area is your main residence located?

State: _____ ZIP: _____

OVER →

WE WELCOME ANY ADDITIONAL COMMENTS YOU MIGHT HAVE.

THANK YOU FOR YOUR HELP!

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